

Health and Welfare Agency Data Center  
**Electronic Benefit Transfer Project**

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**Certified Farmers' Markets and  
Electronic Benefit Transfer:**

An Analysis of the Use of Food Stamps at Farmers' Markets in California  
and the Feasibility of EBT

Prepared by  
Health and Welfare Agency Data Center  
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# Certified Farmers' Markets and Electronic Benefit Transfer: An Analysis of the Use of Food Stamps at Farmers' Markets in California and the Feasibility of EBT

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**Farmers' Markets Survey**  
**Executive Summary**

**EBT and Farmers' Markets**

In order to understand how the advent of EBT will impact farmers' markets in California, the Health and Welfare Agency Data Center (HWDC) in cooperation with the California Federation of Certified Farmers Markets (CFCFM) conducted a survey of all Certified Farmers' Markets (CFMs) in the state. Since EBT normally requires the use of electricity and telecommunications to conduct transactions via point of sale devices (POS), farmers' markets present some unique challenges. The goal of the survey was to gather information to help HWDC and the California Department of Social Services (CDSS) to understand the scope of the problem and to determine what solutions might be feasible.

As of 1998 there are 350 or more CFMs operating in the state. CFMs are non-profit community organizations that run one or more individual markets. Generally they operate with a small budget and staff. Unlike other states, in California, it is usually the CFM itself, rather than the individual grower, that is certified by FNS to accept Food Stamps. This arrangement has been made in order to facilitate the acceptance of Food Stamps at CFMs.

Some CFMs have been established specifically to bring locally grown fresh produce into areas that are not served adequately by traditional markets. In certain inner city areas, the farmers' market may be the only source of nutritious fresh produce for a community. In such areas the volume of Food Stamp sales is likely to be a large percentage of the market's total sales volume.

**Summary of Recommendations**

The survey was sent to 180 market managers, representing the 350+ individual markets in the state. In all, 105 market managers responded. Surveys were filled out for 150 markets in the state (43%).

97 of the markets responding, or 65%, accept Food Stamp coupons. In reviewing the survey data from farmers' markets, it is clear that the needs of farmers' markets statewide are not equal. There are many small markets that serve a small number of customers and transact a small volume of sales with Food Stamps. On the other end of the spectrum there are a handful of markets that are very large, serve large numbers of customers, and are almost exclusively serving Food Stamps recipients. One solution will not be adequate or cost effective for all markets in the state.

There are many markets that accept Food Stamps that could be considered small or very small. 19 markets that accept Food Stamps (20%) serve fewer than one thousand customers per market day and average less than \$500 in Food Stamps per market day. An additional 42 markets (43%) serve one to three thousand customers and average

less than \$500 in Food Stamps. In total 85 markets, (88% of markets accepting Food Stamps) report less than \$500 in Food Stamps per day. Furthermore, we know that many of these markets have far less than \$500 per day in Food Stamp volume. It is possible that manual vouchers or a central site POS solution would be an adequate solution for such markets.

Fourteen markets that responded to the survey have Food Stamp sales more than 10% of gross sales.

Market Name	County	FS as % of annual sales	Total FS sales in 1997	Average FS sales per day
Stockton CFM	San Joaquin	75% - 100%	\$400,000+	\$7,500+
Heart of the City CFM	San Francisco	50% - 75%	\$400,000+	\$7,500+
Old Oakland FM	Alameda	50% - 75%	\$25,000-50,000	\$1,000-2,500
Laytonville CFM	Mendocino	25% - 50%	Less than \$10,000	Less than \$500
Weaverville/Hayfork CFMs	Trinity	25% - 50%	Less than \$10,000	Less than \$500
Richmond CFM	Contra Costa	25% - 50%	\$50,000-130,000	\$2,500-\$5,000
Santa Cruz Comm. FM	Santa Cruz	25% - 50%	\$25,000-50,000	\$5,000-7,500
Pasadena CFM - Villa Pk.	Los Angeles	25% - 50%	\$10,000-25,000	\$500-1,000
Willits Farmers Market	Mendocino	10% - 25%	Less than \$10,000	Less than \$500
Norwalk CFM	Los Angeles	10% - 25%	\$25,000-50,000	Less than \$500
Hollywood Farmers' Mkt.	Los Angeles	10% - 25%	\$10,000-25,000	\$500-1,000
Downtown Long Beach	Los Angeles	10% - 25%	\$50,000-130,000	\$1,000-2,500
Florin Mall Farmers' Mkt.	Sacramento		\$50,000-130,000	
Sunday Market	Sacramento		\$130,000-\$250,000	

For those markets whose total Food Stamp sales are more than \$500 per day and more than 10% of total sales, an alternative technology solution may be better suited.

Various options exist and have been tested in various locations. Texas pilot tested radio technology and Maryland pilot tested cellular technology. The technologies were found to be workable; however, they were very expensive. It should be noted that the markets studied in these pilots were very small in comparison to the California markets in question.

For markets with small volume of Food Stamp sales, the State will work with the farmers' markets associations to facilitate the transition from Food Stamp coupons to EBT, and will employ manual vouchers, central POS devices or both. In its EBT procurement, the State will request that the bidders propose alternative technology solutions that could be demonstrated in one or more of California's large markets that serve large numbers of Food Stamp recipients.

## Certified Farmers' Markets and Electronic Benefit Transfer: An Analysis of the Use of Food Stamps at Farmers' Markets in California and the Feasibility of EBT

### Introduction

Farmers' markets are non-traditional markets where multiple growers sell their products directly to the consumer. Generally they are held in temporary, open-air locations without the benefit of electricity and telecommunications. Since EBT normally requires the use of electricity and telecommunications to conduct transactions via point of sale devices (POS), farmers' markets present some unique challenges. FNS has provided for manual voucher transactions for non-traditional merchants or those with low Food Stamps sales volume. However, the nature of farmers' markets, with high volume of low dollar value sales, also raises challenges for manual vouchers.

In order to understand how the advent of EBT will impact farmers' markets in California, the Health and Welfare Agency Data Center (HWDC) in cooperation with the California Federation of Certified Farmers Markets (CFCFM) conducted a survey of all Certified Farmers' Markets (CFMs) in the state. The goal of the survey was to gather information to help HWDC and the California Department of Social Services (CDSS) to understand the scope of the problem and to determine what solutions might be feasible.

This report describes the survey methodology, reviews information known about Certified Farmers' Markets, summarizes the survey results, and makes recommendations regarding possible solutions for EBT at California farmers markets.

### Methodology

A survey instrument was developed to capture information about several aspects of current farmers' market operations. The questions on the survey can generally be grouped into three categories.

1. Size the problem: How many markets currently accept Food Stamps, volume of Food Stamp transactions, volume of Food Stamps as a percent of gross sales
2. Scope of the problem: will it affect all farmers' markets equally, will it impact markets in low-income areas disproportionately
3. Operational factors that might impact a technology solution: months and days of operation, size of market, availability of electricity, current acceptance of debit/credit cards.

CFCFM provided HWDC with a list of all CFM managers in the state. The list contained 180 names of managers representing all 350+ markets in the state. Some market managers represent more than one market. In order to improve the likelihood of the survey being read and returned, the survey and a cover letter was sent out on CFCFM letterhead.

After the initial mailing and response, a follow-up letter and survey form were sent to market managers that did not respond to the first mailing.

Market managers were asked to photocopy the survey as needed and respond with one survey per individual market. Surveys could be returned by mail or by fax.

## Certified Farmers Markets

California Certified Farmers' Markets (CFMs) are locations approved by county agriculture commissioners where certified farmers offer for sale only those agricultural products they grow themselves. In 1977 California Department of Food and Agriculture established regulations governing Certified Farmers' Markets. California is the only state in the nation with such regulations. Since they were established in 1977, the number of CFMs has grown steadily. As of 1998 there are 350 or more CFMs operating in the state. CFMs are non-profit community organizations that run one or more individual markets. Generally they operate with a small budget and staff.

Most CFMs operate one day per week in a temporary location such as a vacant lot, parking lot, or closed-off street. In most locations electricity and telecommunications are not readily available. Due to the State's large agricultural base and favorable climate, many CFMs operate year-round. This is somewhat unique to California.

Unlike other states, in California, it is usually the CFM itself, rather than the individual grower, that is certified by FNS to accept Food Stamps. This arrangement has been made in order to facilitate the acceptance of Food Stamps at CFMs.

Some CFMs have been established specifically to bring locally grown fresh produce into areas that are not served adequately by traditional markets. In certain inner city areas, the farmers' market may be the only source of nutritious fresh produce for a community. In such areas the volume of Food Stamp sales is likely to be a large percentage of the market's total sales volume.

## Survey Results

### ***Response Rate***

As of this date, 105 individual market managers have returned 150 survey forms. It is clear that some respondents included information about more than one market per survey form. Furthermore, some respondents only filled out surveys for those markets with substantial Food Stamp sales volume. Therefore, we know that the responses represent more than 150 of the CFMs in the state. It is also possible that the responses are skewed toward those markets that accept Food Stamps or conduct a large volume of business in Food Stamps. However, we do not know exactly how many markets are represented in the data, or how typical this data is of markets statewide.

*58% of those surveyed have responded, representing more than 43% of the individual markets in the state.*

Farmers' markets from 40 counties are represented. All of the counties that are not represented are rural or suburban counties<sup>1</sup>.

## **Data Summary**

### **Months and Days of operation**

60% of markets operate year round, while 40% operate less than year round. The survey did not specify what "Less than year round" means, but many markets indicated that they operate during the growing season, May to October, or some similar time period. 88% of markets operate only one day per week. Fourteen markets (9%) operate two days per week, and 4 markets (3%) operate more than two days per week.

### **Electricity and acceptance of debit cards**

While 35% of markets report that there is central electricity available at the market, 90% also indicated that individual grower stands are not equipped with electricity.

Only nine markets indicated that any growers currently accept debit cards; 94% of markets do not have any growers accepting debit cards. The markets that indicated debit cards are accepted noted on their surveys that only one or a few individual growers were accepting such EFT devices.

### **Size of market**

The vast majority of markets responding have between 10 and 50 individual growers. Almost equal numbers stated that there are 10-30 growers and 30-50 growers (43% and 37% respectively). 13% of markets report 50-100 growers, and 6% of markets have fewer than 10 growers.

41% of markets reported serving 1,000 to 3,000 customers on an average market day, and 35% report serving fewer than 1,000 customers per day. Larger markets are less common, with 12% and 11% of markets reporting serving 3,000-5,000 customers or 5,000-10,000 customers respectively

Almost all markets (95%) report that the vendor population is either somewhat consistent, with some change from week to week, or highly consistent.

### **Food Stamp Acceptance and location**

97 of the markets responding, or 65%, accept Food Stamp coupons.

65% of markets  
accept Food  
Stamps.

25% of markets (38) report being located in a low-income area. Several respondents circled both yes and no in response to this question. In such cases the answer was considered to be "Yes."

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<sup>1</sup> Counties not responding: Alpine, Calaveras, Colusa, Del Norte, Glenn, Imperial, Inyo, Kern, Kings, Madera, Mariposa, Modoc, Mono, Plumas, San Benito, Sierra, Sutter, Yuba

Of the 38 markets located in a low-income area, 61% (23) accept Food Stamps. This is similar to, but slightly less than, the statewide acceptance rate of 65%. Of those in low-income areas that do accept Food Stamps, 48% report Food Stamp sales as more than 10% of their total sales.

### **Gross Sales and Food Stamp Sales**

The gross sales per day of 78% of markets were fairly evenly distributed among the categories "Less than \$5,000," "\$5,000-\$10,000," and "\$10,000-\$20,000," with a small number of markets reporting gross sales above \$20,000 per day. 15 markets reported not knowing gross sales, as growers are charged a flat stall fee rather than a percentage of sales.

Of those markets accepting Food Stamps, approximately 77% report Food Stamp sales of less than \$500 per day, less than \$10,000 in 1997, and less than 10% of gross sales.

### ***Farmers' Markets Reporting More Than 10% of Sales in Food Stamps***

Of the 97 markets that accept Food Stamps, 83 report that Food Stamp sales make up less than 10% of the market's gross sales. The following tables contain information about the 14 markets reporting more than 10% of sales in Food Stamps.

14 markets report Food Stamp sales more than 10% of annual sales.

As seen in the following table, four markets report FS sales of 10-25%, five markets report 25-50%, two report 50-75%, and one reports 75-100%. The Sacramento markets did not report on average sales per day and percent of annual sales, but the total amount of Food Stamp sales are substantial, and warrant inclusion with this group. The Sacramento markets probably fall in the 25-50% range.

Based upon the reported annual Food Stamps sales, these markets redeem between \$1.21 million and \$1.67 million per year. It is interesting to note, however, that of these 13 markets, six transact less than \$1,000 in Food Stamps per market day, cumulatively less than \$65,000-130,000 per year. Thus the other eight markets transact more than 90% of the Food Stamp sales represented here.



**Markets with more than 10% of Gross Sales in Food Stamps**

Market Name	County	FS as % of annual sales	Total FS sales in 1997	Average FS sales per day
Stockton CFM	San Joaquin	75% - 100%	\$400,000+	\$7,500+
Heart of the City CFM	San Francisco	50% - 75%	\$400,000+	\$7,500+
Old Oakland FM	Alameda	50% - 75%	\$25,000-50,000	\$1,000-2,500
Laytonville CFM	Mendocino	25% - 50%	Less than \$10,000	Less than \$500
Weaverville/Hayfork CFMs	Trinity	25% - 50%	Less than \$10,000	Less than \$500
Richmond CFM	Contra Costa	25% - 50%	\$50,000-130,000	\$2,500-\$5,000
Santa Cruz Comm. FM	Santa Cruz	25% - 50%	\$25,000-50,000	\$5,000-7,500
Pasadena CFM - Villa Pk.	Los Angeles	25% - 50%	\$10,000-25,000	\$500-1,000
Willits Farmers Market	Mendocino	10% - 25%	Less than \$10,000	Less than \$500
Norwalk CFM	Los Angeles	10% - 25%	\$25,000-50,000	Less than \$500
Hollywood Farmers' Mkt.	Los Angeles	10% - 25%	\$10,000-25,000	\$500-1,000
Downtown Long Beach CFM	Los Angeles	10% - 25%	\$50,000-130,000	\$1,000-2,500
Florin Mall Farmers' Mkt.	Sacramento		\$50,000-130,000	
Sunday Market	Sacramento		\$130,000-\$250,000	

Eleven of these fourteen markets report being located in a low-income area. With the exceptions of Santa Cruz, Laytonville, Willits and Weaverville, the markets are located in urban or inner-city areas.

All of these markets operate one day per week, with the exceptions of Stockton and Heart of the City. Heart of the City operates two days per week and the Stockton CFM operates more than two days per week. Heart of the City and Stockton also report the highest Food Stamp transaction volume.

If a large market were defined as having more than 50 growers and more than 5,000 customers per day, 29% of these markets (n=4) are large markets. This is disproportionate with the 7% of markets statewide that fall into this category. Furthermore, this represents 40% of the large markets that responded to the survey.

**Size of Markets with Food Stamp Sales Greater than 10%**

Market Name	County	Low Income area	FS%	# of Growers	Customers
Stockton CFM	San Joaquin	Yes	75% - 100%	50 - 100	5,000-10,000
Heart of the City CFM	San Francisco	Yes	50% - 75%	50 - 100	5,000-10,000
Hollywood Farmers' Market	Los Angeles	Yes	10% - 25%	50 - 100	5,000-10,000
Sunday Market	Sacramento	Yes		50 - 100	5,000-10,000
Santa Cruz Community FM	Santa Cruz	No	25% - 50%	30 - 50	3,000-5,000\
Old Oakland Farmers Market	Alameda	Yes	50% - 75%	30 - 50	1,000-3,000
Florin Mall Farmers' Market	Sacramento	Yes		30 - 50	1,000-3,000
Downtown Long Beach CFM	Los Angeles	Yes	10% - 25%	30 - 50	1,000-3,000
Richmond CFM	Contra Costa	Yes	25% - 50%	10 - 30	1,000-3,000
Laytonville CFM	Mendocino	No	25% - 50%	10 - 30	Less than 1,000
Pasadena CFM - Villa Park	Los Angeles	No	25% - 50%	10 - 30	Less than 1,000
Weaverville/Hayfork CFMs	Trinity	Yes	25% - 50%	10 - 30	Less than 1,000
Willits Farmers Market	Mendocino	Yes	10% - 25%	10 - 30	Less than 1,000
Norwalk CFM	Los Angeles	Yes	10% - 25%	10 - 30	Less than 1,000

***Markets with Less than 10% of Sales in Food Stamps***

It is interesting to evaluate the sales of the 83 markets that accept Food Stamps and report less than 10% of sales in Food Stamps. 81 of the 83 report less than \$500 per day in Food Stamp sales; the other two report \$500-1,000 per day. This is revealing when compared with the markets' reported gross sales. Assuming \$500 in Food Stamps as a percentage of the market's gross sales, the following table show the maximum percentage of gross sales that Food Stamps could represent.

Gross Sales	FS as % of Gross	# of Markets	% of markets accepting FS (n=97)
Greater than \$50,000	Less than 1%	3	3%
\$20,000-50,000	No more than 1%-2.5%	11	11%
\$10,000-20,000	No more than 2.5-5%	23	24%
\$5,000-10,000	No more than 5-10%	24	25%
Less than \$5,000	No more than 10%	15	15%

It is clear that for a large number of markets, though they accept Food Stamps, Food Stamps are a minor portion of gross sales. It is probable that for many markets, this actually overestimates the significance of food stamp sales. On several surveys the respondents made specific comments such as, "We take in only \$25 in food stamps per year," or "Food Stamps are less than 1% of total sales."

## **Recommendations for California CFMs**

In reviewing the survey data from farmers' markets, it is clear that the needs of farmers' markets statewide are not equal. There are many small markets that serve a small number of customers and transact a small volume of sales with Food Stamps. On the other end of the spectrum there are a handful of markets that are very large, serve large numbers of customers, and are almost exclusively serving Food Stamps recipients. One solution will not be adequate or cost effective for all markets in the state.

The possible options that are available or could possibly be explored include

- manual vouchers
- central site POS solution
- satellite technology
- cellular technology
- radio technology
- stored value cards
- no longer accept Food Stamps at farmers' markets

### ***Manual Vouchers Solution***

There are many markets that accept Food Stamps that could be considered small or very small. 19 markets that accept Food Stamps (20%) serve fewer than one thousand customers per day and average less than \$500 in Food Stamps per market day. An additional 42 markets (43%) serve one to three thousand customers and average less than \$500 in Food Stamps. In total 85 markets (87%) report less than \$500 in Food Stamps per day. Furthermore, we know that many of these markets have far less than \$500 per day in Food Stamp volume. It is possible that manual vouchers or a central site POS solution would be an adequate solution for such markets.

To conduct Food Stamp sales with manual vouchers, presumably each individual grower who wishes to accept Food Stamps would have to become FNS certified. With such certification the grower could then use a manual voucher and get telephone authorization for each transaction. The grower could get immediate authorization using a cellular telephone, or could batch the manual vouchers and call for authorization periodically during the day. If the market is sufficiently small, the grower may be willing to accept the risk of delayed authorization.

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**Central Site POS Solution**

Alternately, in lieu of requiring each grower to become FNS authorized, a central site solution could be employed. The State of Texas tested such a solution in one of its small, rural farmers markets. In this model the farmer would provide a receipt to the customer indicating the amount of purchase. The customer would then go to a central site, staffed by a market manager to process the transaction. (This could be achieved with a manual or on-line transaction, depending upon the availability of electricity and telephones, and the market's total Food Stamp redemption.) The customer would then return to the farmer with an approved receipt and receive the goods. The market manager would settle receipts with the farmer at the end of the market day. This two-step process is somewhat more cumbersome for all parties; however, when the number of Food Stamp customers and total sales are small, it could be a feasible alternative to eliminating Food Stamps altogether. For farmers' market managers, the additional workload on market day may be offset by the eliminated workload processing Food Stamps. Participants in the Texas study accepted this solution as workable.

**Alternate POS Technology (Radio, Cellular, Satellite)**

For those markets whose total Food Stamp sales are more than \$500 per day and more than 10% of total sales, an alternative technology solution may be better suited. Various options exist and have been tested in various locations. Texas pilot tested radio technology and Maryland pilot tested cellular technology. The technologies were found to be workable; however, they were very expensive. It should be noted that the markets studied in these pilots were very small in comparison to the California markets in question.

The Maryland study used cellular technology at the Baltimore Farmers' Market, which operates July through December. 19 merchants were included in the study group. During the study period, 6,024 Food Stamp transactions were completed, for approximately \$47,000. With this small volume of transactions, averaging 65 transactions per retailer per month, the cost per transaction was estimated to be \$1.21-2.69. This cost is high compared to the cost of a regular POS transaction. It is also high relative to the average purchase of \$6.22. However, it is less than the cost of processing a manual voucher (\$4.53-5.30).

The Maryland study showed that the cost per transaction goes down as volume increases.

"Monthly air-time is the only component of vendor costs that increases with transactions volume. . . . [V]endor costs would have been substantially lower if demonstration participants had used the . . . equipment to process an average of 200 transactions per month (i.e. between \$0.55 and \$1.07). If the equipment had averaged 500

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transactions per month, costs would have been still lower (\$0.37 to \$0.60).<sup>2</sup>

This may be encouraging for California's farmers' markets. Markets such as Stockton CFM and Heart of the City, which have 50-100 individual growers and more than \$7,500 per market day in Food Stamp sales (more than \$33,000 per month), could be ideal locations to demonstrate that alternative technologies can be cost effective.

Such technologies are still developing and becoming less expensive. FNS is currently conducting an in-depth study of such technologies. A final study is expected by the end of the summer, 1998.

In its EBT Procurement, the State will request that the vendor propose alternative technology solutions that could be demonstrated in one or more of California's large markets that serve large numbers of Food Stamp recipients.

### ***Stored Value Cards***

The Northeast Coalition of States is currently researching the feasibility of developing a stored value card solution for New York's "Green Markets" and other farmers' markets in the states. Such a solution would involve using the EBT card to purchase a stored value card (SVC). Once the SVC is purchased, it can be used at farmers' market locations to purchase food. Vendors at the market would be equipped with some sort of low-cost, battery operated card reader. The reader would transfer value from the customer's card to the card reader. The information from the card reader would later be downloaded, and transaction processing and settlement would occur.

While this solution is interesting, nothing like it has been tested anywhere in the nation. California should stay apprised off the Northeast Coalition's progress, and after the technology has been tested, evaluate whether it would be a viable solution for California. However, for the time being, it would be better for California to pursue technologies that have already been tested.

## **Conclusions**

Farmers' markets in California are an important market choice for consumers. Inasmuch as many markets have specifically targeted low-income communities and are serving large numbers of Food Stamp recipients in those locations, the State should do everything possible to make sure that the markets and the recipients are not adversely affected by EBT.

Most of the markets in the State that accept Food Stamps transact a small volume of Food Stamp sales per market day. At such markets, existing technologies, though not perfect, should be adequate. Some burden may be placed on market managers during the market hours, but this may be offset by the reduced burden of processing Food Stamps afterward.

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<sup>2</sup> "Evaluation of the Mobile Merchant Demonstration," State of Maryland Electronic Benefit Transfer System, Department of Human Resources, September 1995, page 36.

For a small number of markets in the state, some alternative will have to be sought to make EBT workable. Several alternative technologies are available and have been demonstrated to be technologically feasible in other parts of the country, but have been cost-prohibitive. However, as technology develops, the cost generally goes down. Furthermore, the markets in California are larger and more likely to operate year round. California may find that such technologies that were too expensive in other states may be feasible here.

The State will ask the EBT bidders to propose innovative technology solutions that may be demonstrated at one or more of California's farmers' markets.

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Appendix A

**Survey Instrument**

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Appendix B

**Survey Response Summary**



## California Certified Farmers' Markets Survey

### Summary of Responses

	# of responses	% of responses
<b>1. What months of the year does your market operate?</b>		
Answer		
Year round operations	89	60%
Less than year round operations	59	40%
	150	
<b>2. How many days a week does the market operate?</b>		
One day per week	130	88%
Two days per week	14	9%
More than two days per week	4	3%
	150	
<b>3. Is there central electricity available at the market?</b>		
Yes	53	35%
No	95	63%
	150	
<b>4. Is there electricity available at individual grower stands?</b>		
Yes	12	8%
No	135	90%
	150	
<b>5. Do any growers at the market currently accept credit or debit cards?</b>		
Yes	9	6%
No	134	90%
	150	
<b>6. On average, how many individual grower stands are at the market?</b>		
100 or more	0	0%
50-100	20	13%
30-50	56	37%
10-30	64	43%
Less than 10	9	6%
	150	
<b>7. How variable is the population of vendors at the market?</b>		
Highly variable	7	5%
Somewhat variable	100	67%
Highly Consistent	42	28%
	150	
<b>8. Is your market located in a low-income area?</b>		
Yes	38	25%
No	109	73%
	150	

**9. Approximately how many customers attend the market on an average market day?**

More than 10,000	0	0%
5,000-10,000	17	11%
3,000-5,000	18	12%
1,000-3,000	61	41%
Fewer than 1,000	53	35%
	150	

**10. Does your market accept food stamp coupons?**

Yes	97	65%
No	53	35%
	150	

**11. What are your gross sales on an average market day?**

Greater than \$50,000	5	3%
\$20,000-50,000	13	9%
\$10,000-20,000	31	21%
\$5,000-10,000	40	27%
Less than \$5,000	44	29%
Unknown or Flat Stall Fee	15	10%
	150	

**12. What are your gross receipts in food stamp coupons on an average market day?**

Greater than \$7,500	2	2%
\$5,000-\$7,500	1	1%
\$2,500-\$5,000	1	1%
\$1,000-\$2,500	2	2%
\$500-\$1,000	4	4%
Less than \$500	84	89%
	94	

**13. What were your total sales in Food Stamps in 1997?**

Greater than \$400,000	2	2%
\$250,000-400,000	0	0%
\$130,000-\$250,000	2	2%
\$50,000-\$130,000	3	3%
\$25,000-\$50,000	4	4%
\$10,000-\$25,000	5	5%
Less than \$10,000	79	83%
	95	

**14. Approximately what percent of your market's total annual sales are in Food Stamps?**

75%-100%	1	1%
50%-75%	2	2%
25%-50%	5	5%
10%-25%	4	4%
Less than 10%	82	87%
	94	

## Summary of Markets Responding to Survey by County

County	MarketName
Alameda	Pleasanton CFM
Alameda	Fremont Farmers' Market
Alameda	Livermore CFM
Alameda	Hayward Farmers' Market
Alameda	Temescal Square
Alameda	Alameda CFM
Alameda	Union City CFM
Alameda	Oakland CFM (Jack London Sq.)
Alameda	Dublin Farmers' Markets (2)
Alameda	Berkeley Farmers Markets
Alameda	Old Oakland Farmers Market
Amador	Amador Farmers Markets
Butte	Chico and Butte Farmers' Markets
Butte	Oroville CFM
Contra Costa	Contra Costa CFM
Contra Costa	Concord CFM
Contra Costa	Danville CFM
Contra Costa	Concord Thursday
Contra Costa	Old Town Pinole Farmers Market
Contra Costa	Martinez CFM
Contra Costa	Richmond CFM
El Dorado	South Lake Tahoe CFM
El Dorado	Placerville CFM
Fresno	Old Town Clovis CFM
Fresno	Reedley Farmers' Market
Humboldt	Southern Humboldt Farmers Market
Humboldt	Fortuna CFM
Lake	Middletown Market
Lassen	Susanville's CFM
Los Angeles	Pasadena CFM - Villa Park
Los Angeles	Westwood Village Farmers' Market
Los Angeles	Alhambra Farmers Market
Los Angeles	Norwalk CFM
Los Angeles	San Dimas Marketplace
Los Angeles	Agoura Hills CFM
Los Angeles	Beverly Hills Farmers' Market
Los Angeles	Hollywood Farmers' Market
Los Angeles	Covina Downtown Assoc. Street Mkt.
Los Angeles	Hermosa Beach CFM

County	MarketName
Los Angeles	Brentwood Village CFM
Los Angeles	Seventh Market Place FM
Los Angeles	Bellflower CFM
Los Angeles	Venice Farmers' Market
Los Angeles	Encino Farmers Market
Los Angeles	Santa Monica (4 mkts)
Los Angeles	South Gate CFM
Los Angeles	Burbank CFM
Los Angeles	Long Beach Marina Farmers Market
Los Angeles	Northeast Long Beach
Los Angeles	Hub City Certified Farmers Market
Los Angeles	Downtown Long Beach Farmers' Mkt
Los Angeles	Santa Clarita CFM
Los Angeles	San Pedro Farmers' Market
Marin	Downtown San Rafael Farmers Mkt
Mendocino	Boonville
Mendocino	Fort Bragg Farmers' Market
Mendocino	Laytonville CFM
Mendocino	Mendocino County CFM
Mendocino	Willits Farmers Market
Mendocino	Ukiah CFM
Merced	Merced Farmers Market Festival
Monterey	Oldtown Salinas Assoc.
Monterey	Old Monterey Market Place
Napa	Napa Valley Farmers' Market
Napa	Napa Downtown Farmers' Market
Nevada	Nevada County Cert. Grower Market
Nevada	Grass Valley Friday Market
Nevada	Truckee - Foothill FM
Orange	Costa Mesa CFM
Orange	Fullerton CFM
Orange	Downtown Anaheim Farmers' Market
Placer	Squaw Valley - Foothill FM
Placer	Roseville - Foothill FM
Placer	Rocklin - Foothill Farmers Market
Placer	Tahoe City - Foothill FM
Placer	Granite Bay - Foothill FM
Placer	Auburn - Foothill FM
Riverside	Old Town Temecula CFM
Riverside	Riverside CFM
Riverside	Coachella Valley CFM
Sacramento	Sunday Market
Sacramento	Florin Mall Farmers' Market
San Bernardino	Barstow's Market Festival

<b>County</b>	<b>MarketName</b>
San Bernardino	Redlands Market Night
San Diego	Escondido CFM
San Diego	Rancho Bernardo CFM
San Diego	Loews Coronado Bay Resort
San Diego	Encinitas Farmers' Market
San Diego	Ocean Beach CFM
San Diego	Vista CFM
San Diego	Solana Beach
San Diego	Carlsbad Village Farmers' Market
San Diego	Solana Beach Farmers' Market
San Francisco	Heart of the City CFM
San Francisco	Alemany Farmers Market
San Joaquin	Stockton CFM
San Joaquin	Lodi Farmers' Market
San Luis Obispo	Cambria Farmers Market
San Luis Obispo	Pismo Farmers' Market
San Luis Obispo	Paso Robles Tuesday
San Luis Obispo	Arroyo Grande Farmers' Market
San Luis Obispo	Oak Park Farmers' Market
San Luis Obispo	San Luis Obispo Co (Gottschalks)
San Luis Obispo	Atascadero Wednesday Market
San Luis Obispo	Paso Robles Friday
San Luis Obispo	Morro Bay
San Luis Obispo	City (Thursday Night)
San Mateo	San Mateo CFM
San Mateo	San Mateo Sat. CSM
San Mateo	Menlo Park CFM
San Mateo	Millbrae CFM
San Mateo	Redwood City CFM
Santa Barbara	Goleta CFM
Santa Barbara	Coast Village Road CFM
Santa Barbara	Carpinteria CFM
Santa Barbara	Old Town Santa Barbara CFM
Santa Barbara	Santa Barbara Saturday
Santa Clara	Campbell Farmers' Market
Santa Clara	Milpitas Farmers' Market
Santa Clara	Willow Glen Farmers Market
Santa Clara	Japantown CFM
Santa Clara	San Jose Farmers Market
Santa Clara	Los Gatos CFM
Santa Clara	Sunnyvale Farmers Market
Santa Clara	San Jose Downtown
Santa Cruz	Santa Cruz Community FM
Santa Cruz	Aptos CFM

<b>County</b>	<b>MarketName</b>
Santa Cruz	Monterey Bay CFM
Shasta	Shasta Growers Assoc.
Siskiyou	College of the Siskiyous FM
Solano	Benicia CFM
Solano	Fairfield CFM
Solano	Old Town Vallejo Farmers' Market
Sonoma	Sebastopol CFM
Sonoma	Oakmont Mkt/Sonoma Valley Mkt
Sonoma	Healdsburg CFM
Sonoma	Santa Rosa Original CFM
Stanislaus	Modesto CFM
Stanislaus	Turlock Downtown Farmers Market
Tehama	Red Bluff Farmers' Market
Trinity	Weaverville/Hayfork CFMs
Tulare	Tulare Co. CFM
Tuolumne	Sonora's CFM
Ventura	Ventura Midtown Farmers' Market
Ventura	Ventura Downtown Farmers' Market
Ventura	Camarillo CFM
Ventura	Thousand Oaks CFM
Ventura	Downtown Oxnard Farmers' Market
Yolo	Woodland CFM
Yolo	Davis Farmers Market